

Message Text

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ACTION EUR-06

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R 141140Z JUN 74

FM AMEMBASSY BUCHAREST

TO SECSTATE WASHDC 9036

UNCLAS SECTION 1 OF 2 BUCHAREST 2560

FOR EUR/EX

E.O. 11652: N/A

TAGS: AFSP, RO

SUBJECT: FY-1976 COMMERCIAL BUDGET

REF: A) STATE 102584; B) BUCHAREST 2126, JUN 9, 1973

1. SUMMARY: WITH US-ROMANIAN TRADE RUNNIN AT AN ANNUAL RATE OVER TWICE AS HIGH AS AT THE TIME OF LAST YEAR'S BUDGET SUBMISSION, BUCHAREST REQUESTS THE ADDITION OF AN FSL-5 (\$2950) LOCAL EMPLOYEE TO THE ECONOMIC/COMMERCIAL SECTION TO HELP MEET THE PROPORTIONATELY INCREASED WORKLOAD. AN ADDITIONAL \$400 WILL BE REQUIRED FOR TRAVEL, AND AN INCREMENT OF \$2000-\$3000 IN REPRESENTATIONAL FUNDS WILL BE NEEDED TO AVOID ENDING THE YEAR SUBSTANTIALLY OUT-OF-POCKET. THE NEWLY ESTABLISHED COMMERCIAL NEWSLETTER, WHICH HAS ALREADY DEMONSTRATED ITS EFFECTIVENESS IN AROUSING INTEREST IN AMERICAN BUSINESS, CALLS FOR AN ADDITIONAL \$3150. AN ADDITIONAL \$1000 IS NEEDED FOR MINIMUM REQUIREMENTS OF UPDATING AND EXPANDING THE REFERENCE RESOURCES OF THE COMMERCIAL LIBRARY, AND ANOTHER \$1000 IS REQUIRED FOR PROVIDING THE LIBRARY WITH ADEQUATE FURNITURE, SUCH AS BOOKSHELVES, A WORK TABLE AND CHAIRS. FINALLY, WE REQUEST \$850 TO PURCHASE A SLIDE PROJECTOR AND A 16-MM FILM PROJECTOR, ITEMS FREQUENTLY REQUESTED BY VISITING AMERICAN BUSINESSMEN AND USUALLY IMPOSSIBLE TO OBTAIN FROM OTHER SOURCES. END SUMMARY.

2. PERSONNEL: ADDITIONAL LOCAL EMPLOYEE REQUESTED IN FY 1975 BUDGET SUBMISSION (REFTEL B) IS EVEN MORE URGENTLY NEEDED NOW THAT US-ROMANIAN TRADE HAS GROWN TO MORE THAN TWICE THE AMOUNT

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OF LAST YEAR (NOW RUNNING AT ANNUAL RATE OF ABOUT \$225 MILLION

AS COMPARED TO ABOUT \$100 MILLION AT THE TIME OF LAST YEAR'S SUBMISSION, AND EXPECTED TO KEEP RISING TOWARD GOAL OF \$1 BILLION SET AT FIRST MEETING OF US-ROMANIAN ECONOMIC COMMISSION.) AS AN INDICATION OF THE GROWING WORKLOAD THIS INCREASE HAS BROUGHT WITH IT, LAST FISCAL YEAR SAW 6 TRADE MISSIONS, 4 FAIRS OR EXHIBITIONS, 2 ECONOMIC SYMPOSIA, AND TWO MAJOR ROMANIAN-US ECONOMIC CONFERENCES IN BUCHAREST. IN ADDITION, BUSINESS VISITORS TO THE EMBASSY ARE RUNNING AT UP TO 100 A MONTH, AS COMPARED TO ABOUT 65 A YEAR AGO. MUCH OF THE SUPPORT FOR THESE ACTIVITIES IS PROVIDED BY THE ECONOMIC SECTION'S LOCAL STAFF, WHICH ALSO IS HELPING TO PREPARE THE EMBASSY'S NEWLY ESTABLISHED COMMERCIAL NEWSLETTER, SUPPORTING A MORE ACTIVE TRADE OPPORTUNITY AND TRADE INQUIRY PROGRAM, AIDING IN MARKET RESEARCH AND BUSINESS/INDUSTRY REPORTING, AND HELPING TO EXPAND COMMERCE-ORIENTED CONTACTS WITH ROMANIAN OFFICIALS. THE ECONOMIC SECTION'S ONE CURRENT FSL, ALTHOUGH AN OUTSTANDING AND EXPERIENCED EMPLOYEE, COULD NOT PROVIDE THE SUPPORT FOR THIS LEVEL OF ACTIVITY WITHOUT THE ASSISTANCE OF ANOTHER LOCAL EMPLOYEE WHOM WE CURRENTLY CALL IN FOR SPECIAL PROJECTS. WE THEREFORE REITERATE OUR REQUEST FOR AN ADDITIONAL FSL-5 (\$950) FULL-TIME LOCAL EMPLOYEE. THE CONSEQUENCES OF CONTINUING WITH ONLY A SINGLE FSL WOULD BE THE ELIMINATION OF THE COMMERCIAL NEWSLETTER AND MOST OF THE TRADE OPPORTUNITY AND TRADE INQUIRY PROGRAMS, A SEVERE REDUCTION IN THE AMOUNT OF ASSISTANCE AVAILABLE TO VISITING US BUSINESSMEN, AND A DIMINUTION OF THE TIME OFFICERS COULD DEVOTE TO BUSINESS AND INDUSTRY REPORTING, TRADE PROMOTION PROGRAMS, ECONOMIC REPORTING, AND MARKET RESEARCH.

3. CONTRACTUAL SERVICES: IF APPROVAL CANNOT BE GRANTED FOR ADDITIONAL FSL LOCAL EMPLOYEE REQUESTED ABOVE, WE CONSIDER IT VITAL FOR MAINTENANCE OF COMMERCIAL SERVICES AT ACCEPTABLE LEVEL TO OBTAIN A SECOND FULL-TIME LOCAL EMPLOYEE ON A CONTRACTUAL BASIS, THE COST OF WHICH (\$2950) SHOULD BE COVERED BY THE COMMERCIAL BUDGET.

4. TRAVEL AND REPRESENTATION. OF THE THREE ECONOMIC/COMMERCIAL OFFICERS THE EMBASSY WILL HAVE DURING FY 1976, TWO WILL BE RELATIVELY NEW TO ROMANIA AND SHOULD CONSEQUENTLY BE MAKING RELATIVELY MORE FREQUENT FIELD VISITS TO INDUSTRIAL AND COMMERCIAL SITES THROUGH UNCLASSIFIED

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OUT THE COUNTRY. WE ALSO BELIEVE THE SECTION WOULD BENEFIT FROM THE BROADENED PERSPECTIVE MADE POSSIBLE BY OCCASIONAL LIAISON VISITS WITH ECONOMIC OFFICERS OF NEIGHBORING EASTERN EUROPEAN COUNTRIES, WHERE SIMILAR PROBLEMS ARE FACED IN SUBTLY DIFFERENT SETTINGS. FOR THESE PURPOSES, WE REQUEST AN INCREASED TRAVEL BUDGET OF \$400. REPRESENTATION, AS NOTED IN BUCHAREST 2126 OF JUNE 9, 1973, REMAINS A MORE COMPLEX PROBLEM SINCE REPRESENTA-

TIONAL BUDGET REMAINS BELOW AVERAGE ANNUAL OUTLAY, MUCH OF WHICH IS RELATED TO ECONOMIC/COMMERCIAL COMMUNITY. AMBASSADOR IN PARTICULAR, IS DIRECTING MUCH OF HIS EFFORT TO COMMERCIAL FIELD AND SO FAR MORE THAN HALF HIS REPRESENTATIONAL ACTIVITY HAS BEEN IN THIS AREA. ALLOWING FOR THE DIFFICULTIES OF PREDICTING, WE ESTIMATE THAT HIS AND DCM'S ACTIVITIES ATTRIBUTABLE TO ECON-COMMERCIAL SECTOR, COUPLED WITH THOSE OF TWO NEW OFFICERS IN ECON/COMMERCIAL SECTION, WILL REQUIRE ADDITIONAL \$2,000 TO \$3,000 IN REPRESENTATION FUNDS FOR COMMERCIAL/ECONOMIC PROGRAM PURPOSES IN FY 1976 TO AVOID SUBSTANTIAL OUT-OF-POCKET EXPENSES.

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